

SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects

February, 1908

JANESVILLE, WIS., U. S. A.

No. 63

YOU HAVE GOTTEN through the Holidays; had a nice business. Now, are you going into retirement for the balance of the season, until next Holiday season?

Remember, people write at all times of the year—there is no season when writing is relegated to the side.

Said the manager of the stationery department of one of the largest and most successful retailers in the world to the writer, a few days ago: "We feel that we owe to our customers the duty of carrying a stock of Parker Pens sufficiently large and varied so that it will not be necessary to telegraph or ask him to wait until we get it for him. Therefore, you may think our line of your goods, which we are now putting in, a large one."

He is right.

Said the Manager

Parker Pens are patented, and hence it is lawful for the manufacturers to regulate the price at which they are to be sold, **No matter whether purchased direct of us or not.**

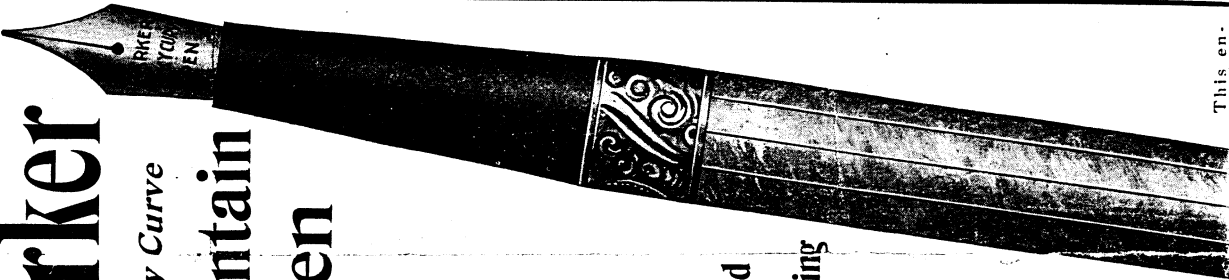
The millionaire mail order firm of Siegel, Cooper & Co. found, to their sorrow, that patent law is a dangerous thing with which to play. It makes no difference to us whether the dealer who violates the selling terms is a millionaire or a dealer in a country town. The man who keeps faith is entitled to protection, and that is what we do. Aside from any personal interest in the decision, you may be interested to read a little history of it, which we reprint from the American Stationer, under date of Jan. 4th, 1908:

CAN'T CUT PRICES.

"Judge C. C. Kohlsaas, of the Northern District of the United States Court, had handed down a decision in the suit

The
Pen that Inks the Point

Parker
Lucky Curve
Fountain
Pen



Standard
or
Self-Filling

This en.

THIS BIG ADVERTISEMENT APPEARS IN VARIOUS WEEKLIES. TAKE A LOOK AT THE ISSUE OF FEBRUARY 1, OF THE SATURDAY EVENING POST IF YOU WANT TO SEE HOW IT

The dealer owes a duty to his customers, but in obliging his customers he is building up his own wall of success.

By all means, keep your case well filled with a fine assortment of Parker Pens, and the returns will be sure and satisfactory.

Therefore, today is the time to re-order.

How Did You Do It?

WON'T YOU BE AS HONEST with yourself as you are with your customers?

Then please do this:

Tell us how you sold the last half dozen pens. Did you, or the customer, open the subject? The salesman who greets the customer with a pleasant nod and a smiling welcome, and an opening wedge of, "By the way, do you know why a pen that has the 'Lucky Curve' will give much greater satisfaction than a pen possibly can without it?" Then the customer wants to know, "Why?" If the salesman is posted as he should be, it will not take him long to explain and give good logical reasons why the Parker Pen is always clean, and why it is that ink is so frequently found underneath the cap and around the nozzle of those minus the "Lucky Curve."

U. S. Circuit Court

ONCE IN A GREAT WHILE a dealer whose sense of business honor has been overcome by his lack of conscientious scruples, forgets the contract under which he is working when selling Parker Pens.

of the Parker Pen Co., of Janesville, against Siegel-Cooper & Co., granting the plaintiffs a perpetual injunction, under the United States patent laws, by which the price of their pens is fixed, and the defendant firm cannot sell them at a cut rate.

"The decision is interesting as it firmly establishes the law on the question of the manufacturer of a patented article maintaining the price of his product, even though the articles sold at reduced figures were not bought from them but through a third party. Siegel-Cooper & Co. purchased a supply of pens manufactured by the Parker Pen Company and proceeded to advertise and sell them at a cut rate. An injunction was asked and granted retaining them from doing so, and by the ruling all patented articles must be sold at the price named by the manufacturer, if due notice of such price is given the retailer."

Just As Big

WHEN TROUBLE COMES, weak men take to knocking—wise men to work. Did you ever go out walking when a heavy fog was on the earth? Had to walk carefully, didn't you? And make good use of your eyesight, or you might have gotten a tumble. But, after all, on account of being careful, you got through all right.

A fog is typical of a business depression. A fog does not change anything that it comes in contact with. The trees which it envelopes are just as tall and stately as ever. The buildings are just as big and strong. The road may be a little muddy, but it's there just the same, and the man who uses just every day common sense, who adjusts himself to the new condition, has no trouble.

"Had a fine sale of Parker Pens during past season. Please send me electros for advertising.—W. S. Crandall, New York.

"Our holiday was very good on Parker Pens. * * *"—Johns, Moffat, Brown Co., Washington.



No. 35. Gold. Gentlemen's Size. Price \$10.00.

Barrel and cap entirely covered with heavy 18k plate which will last for a life time. A magnificent creation. The delicate beauty of the hand work done on this cannot be appreciated until seen. Surely, a finer present of this kind than this could hardly be devised.



No. 41. Price \$8.50.

This is a gentleman's pen. Large barrel and covered with Gold filigree work of beautiful design. For father, brother or sweetheart, an ideal present.



No. 40. Barrel and Cap Covered with Solid 18K Gold. Price \$20.00.

For a wedding present, a birthday present, a present to some honored member of a society, this pen would make a lasting reminder of the donor. It is difficult to conceive how a more beautiful pen could be made. The cut, however good, gives but a poor representation of it. The flowers, leaves, vines, etc., stand out in beautiful raised work. Space is left on the barrel in place reserved for it to engrave the name of the owner. With this pen will be sent a plush or morocco box without additional charge.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price \$3.00.

This is a very handsome pen. Has beautifully chased barrel, in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same pattern as the other, ladies' size, considerably smaller than regular.



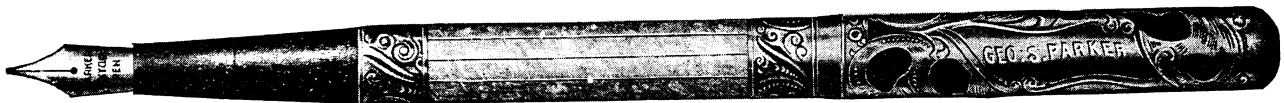
No. 37. Sterling Silver. Price \$8.00.

This odd and fantastic design is of a snake's body. The eyes are set with green stones. Certainly a unique covering for a fountain pen. Space reserved for engraving owner's name. No. 38—Gold, same pattern as above. Price \$10.00.



No. 14. Price \$5.00. Sterling Silver Filigree. No. 16. Gold, \$6.00.

The silver is inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16—Same pattern as above, solid 18k gold plate, will wear many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain pen you need have no fear of regretting selecting this style.



No. 15. Price \$7.00.

This is a superb pen. Barrel is covered with beautifully tinted pearl slabs, held in place on either end by gold bands. Cap is covered with gold filigree work. Blank space is left for name plate.



Bookkeeper's Special. No. 100. Price \$6.00.

Here is something designed especially for bookkeepers. It is a double fountain pen, one end for black ink and the other for red. The ink reservoir for the red ink is maroon, which indicates at a glance the color of ink in that barrel. The other end of the fountain is black, which also indicates the color of ink therein. Every bookkeeper who has seen and tried this is simply delighted with it. The fountain can be disjoined, if desired, thus making two complete fountains, in which event they could be carried in the pocket in the ordinary way.



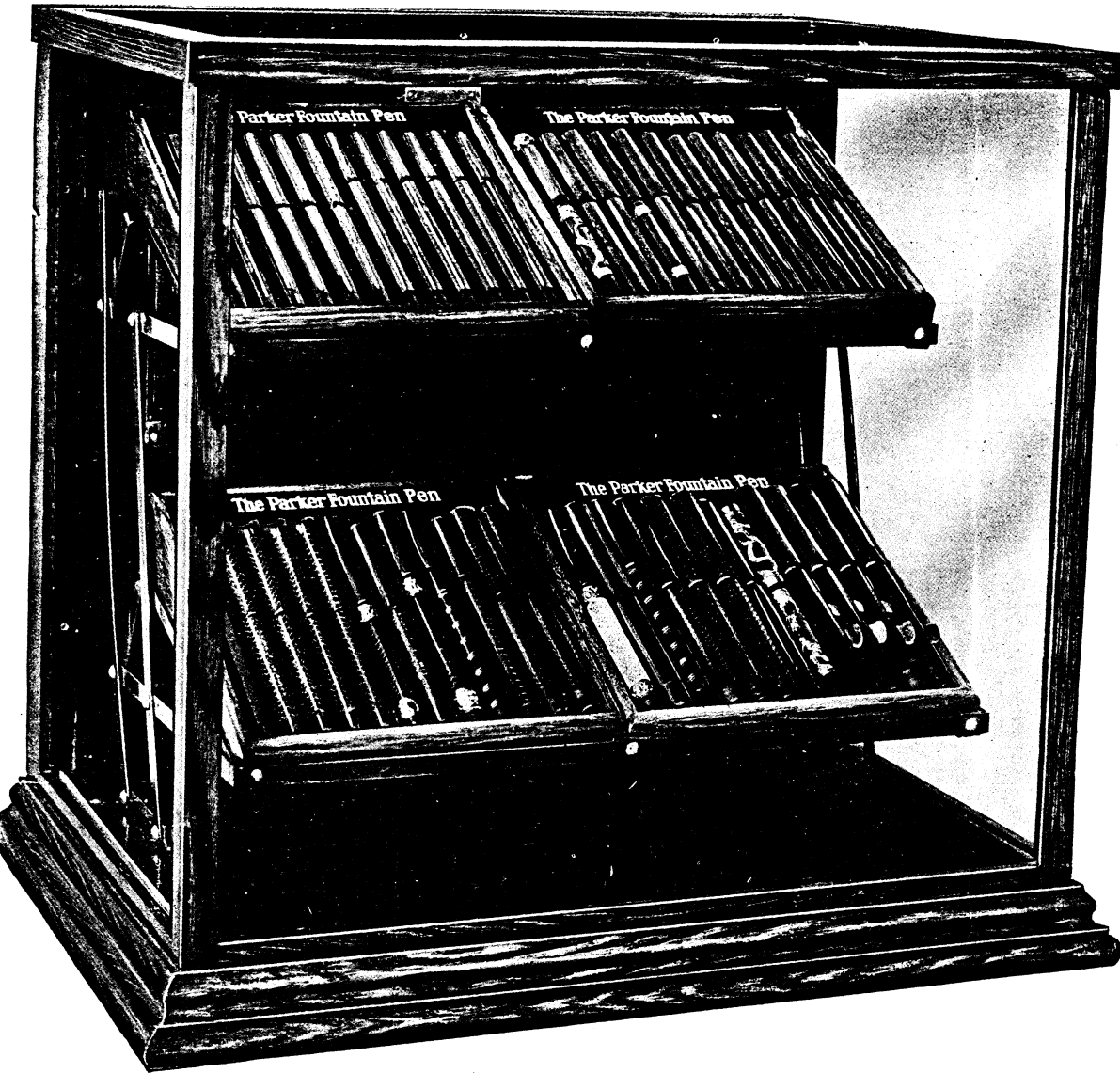
Emblem Pens

For the first time we show this pen. We are prepared to supply the Parker Pen with the emblem of almost any of the more prominent orders. The cut shows the general style. The emblem is on solid (not plated) gold band. Makes a fine present for some secret order man. Price \$12.00 each for K. of P., K. of C., I. O. O. F., Elks, Blue Lodge Chapter, Shrine, Knight Temple, U. C. T., U. S. Navy.

sell more of your pens than any other." Bahels Drug Store, Mich.
"All Parker Pens sold are giving satisfaction. I think we will

"We had a fine holiday trade on Parker Pens. We will be glad to use newspaper electros."—Burgess Drug Co., Colorado.

PARKER CASES



One of these cases fitted with trays will be sent with your first order for one of the

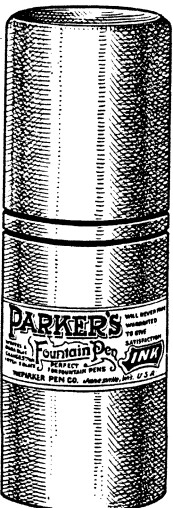
4 Doz. Case Assortment
1 deal Assortment, Net \$77.28]

6 Doz. Case Assortment
Gilt Edge Assortment, Net \$117.63

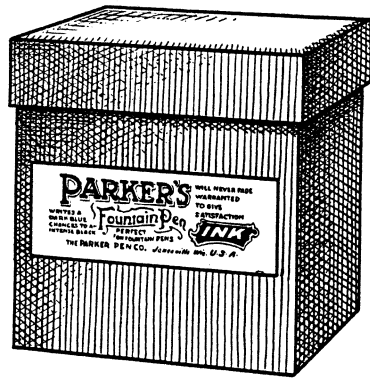
8 Doz. Case Assortment
Review Assortment, Net \$160.00

12 Dozen
Case Assortments
An AI Assortment, Net \$236.91

PARKER PENS



(Cut reduced size.)
No. 2—Parker Travelers' Fountain Pen Ink. Wholesale \$1.50 per Dozen. Price 25c.



(Cut reduced size.)
No. 2—Parker's Fountain Pen Ink. Wholesale \$1.50 per Dozen. Price 25c.

HAVING a separate case in which to keep your Fountain Pens is ideal. Mixing a lot of Fountain Pens with miscellaneous goods in a stock case, gives the impression of "side line" to the prospective buyer and you know what the effect of that feeling is. These cases are really more handsome than the cut represents. To be appreciated they must be seen and used. Each case is fitted with lock and key. The mechanism is made fast to the door in the rear. When this is opened, it arranges the trays all on the same level, making it very easy of access. When the door is closed, the trays are again put in position as per cut. Try a case and see what a comfort and a trade increaser you will find it. A special proposition to pay on monthly payment.

"We have sold a good number of Parker Pens. We never carried fountain pens before, but think you have the best pen and it sells well."—Young & Brown, Massachusetts.

"The Parker Pen is certainly all you claim and I will crowd its sale."—Frank Prindle, Oregon, Moffat, Brown Co., Washington.

Only one of scores of styles we make machine

INS

All the knockers in the world cannot make the sun smile and shine less brightly; cannot make the crops yield less, or take away from the farmer his opportunity for making a living, and who, by the way, is the basis of your prosperity and ours. Therefore, be happy and refill your depleted stock of Parker Pens.

Napoleon Said

YOU HAVE NOT FORGOTTEN the story of the poor old mule who slept in a barn across from a pop-corn field. One night, sparks from a passing engine set fire to the dry stalks. The corn soon became so heated that it popped. Next morning, at daybreak, the old mule looked out of his window, saw the ground was white and, thinking it was snow, froze to death.

This is typical of some weak brothers who, like the mule, that saw the pop-corn, got scared stiff.

The man who makes history, who runs a successful business, or who does anything better than it is ordinarily done, is the man who knows the value of a determined will.

Napoleon said: "Will-power rules the world."

He gave pretty good proof of its truth.

The man who sits down and thinks calamity, howls calamity, soon finds just what he is looking for—calamity—for his customers early learn to avoid him, and unless he can infect some of his neighbors, the effects of his calamity howls are confined only to his disordered brain.

Because you have not sold as many pens as you would like, is only a signal that you have been waiting for the momentum to do for you what you should do for yourself. Therefore, get off and hustle. Determine to succeed, and then succeed. You can do it—others are! But remember, no one can do for you what you must do for yourself. Order Parker Pens today and get in line for business.

THERE IS A CURIOUS THING about the Fountain Pen business, and it is this: Almost everybody expects to buy a Fountain Pen some time, yet comparatively few people will ask for a Fountain Pen of their own volition. It therefore necessarily follows that a dealer who makes it a point to get a man interested with the "Lucky Curve" idea, by going into it and explaining what it is for, will sell ten pens, under this procedure, where a man who waits for people to come to him will sell one.

We have a customer over in Illinois who sells several hundred dollars' worth of Fountain Pens per year. He makes it a point, whenever he has a little leisure, to make out a list of names of people who ought to buy a Parker Pen. Then he sends this list to us with a request that we write these people and tell them why it is that a pen fitted with a "Lucky Curve" must give better satisfaction than one without, and get them interested, then giving them an order on him for a pen for trial for a few days. It has worked out admirably. Under these conditions, he sold, at retail, between Six and Seven Hundred Dollars' worth of Fountain Pens the year before last, and he sold a great many last year. If you would like to have us co-operate with you in this way, we would be only too pleased to do so.

This pen of Pearl slabs and gold bands. Only one of scores of styles we make ranging in price from \$1.50 up.

Beautiful Art Catalog mailed upon request.

If you want to know why a pen that is not fitted with the Lucky Curve cannot possibly give the satisfaction that one fitted with you a little booklet, entitled

"The Pen that Inks the Point"

Talk to your dealer—if he is posted, and honest, he will confirm what we say about the Parker Pen. Insist on the Lucky Curve, and you will have a quality that cannot be procured elsewhere.

The Parker Pen Co.

90 Mill Street
Janesville, Wisconsin.
European Branch: Stuttgart, Germany.
Canadian Agency: Bunnih, Gillies & Co., Hamilton and Montreal.
E. Luft & Co., Sydney, Australia.
Alvaredo & Joffe, Havana, Cuba.
Kenline & Johnson, Manila, P. I.



IT MEANS OF MANY THOUSANDS HAVING A "TALK WITH THE DEALER" AND ENDING IN A SALE

The so-called panic has not destroyed a single bushel of wheat, a bale of cotton, a pound of pork, or a single dollar. We have just as much stuff as we had before. Our acres are just as broad, the sun shines as brightly, the birds sing as sweetly, and when it's time for grass, it will be as green as it was a year before.

Then why worry? We should not!

A good time to measure up and send in a filling-in order for Parker Pens.

A Short Time Between Drinks

HOW WAS YOUR TRADE IN 1907? Tell us how hard you worked; how much determined will-power you exercised, and we will have your answer. The man who merely waits for things to come his way usually has a long time between sales, and a short time between drinks.

As applied to the Fountain Pen business, it will work about as the rule of 10 to 1. The waiter sells one, where the determined hustler sells ten. Hard times, good times, or any other time, it's always the same. The man of will-power and determination rules the situation.

As a matter of fact, trade has been so good that many of us have been going like boys coasting down hill. No effort to slide down. The boy who expected his momentum down hill to carry him up the next would be the laughing stock of the rest of the boys if he refused to get off and pull up the next.



HERE IS A CLIP that is a clip! It is superior to anything by far that has yet appeared. It is a spring grip and can instantly be released. Its price is twenty-five cents in addition to the price of the pen. It's a wonderful seller. A good way to order is to order, say a dozen or so extra caps and have them fitted with the Cap Fast Clip. Then, when selling a pen, if purchaser wants pen with clip, change caps and charge him twenty-five cents extra for clip. The clip, exclusive of the cap, will cost you \$1.20 per dozen. We apply them to the cap by special machinery.

The Red Giant

WE ARE PREPARING to place on the market "The Red Giant." What is it? It's a big fountain pen—so big and startling we will guarantee a broad smile from you when you see it. It is made entirely of maroon rubber, fitted with a No. 10 pen, and the price will be \$10.00. Big as it is, strange to say it is an easy, restful pen with which to write. The salesman in any store selling fountain pens, who would carry this and show it, would never fail to have an interesting audience. We will be ready to fill orders for it about February 10.

For Fair Dealing

WE HAVE JUST HAD THE PLEASURE of opening an account with the firm of Marshall Field & Co., the largest retailers in the world, who put in a large assortment of Parker Pens in their retail store. Their account came unsolicited.

It's worth a long trip to Chicago to see this wonderful store and to note the courtesy and genuine desire on the part of employes of this mammoth establishment to serve the interest of the buyer.

A reputation for absolutely fair and square dealing has a money value as is exemplified in this great mercantile institution.

"We have a very nice trade on Parker Pens. Please send

"I am doing fine with the Parker Pen. Please send me new



No. 33. Gold. Price \$5.50.

This pen is our leader for the new styles. It is certainly the biggest value ever put into a pen retailing for less than \$6.00. Neat, tasty, and a real beauty. No. 34—Same design in sterling silver. Price \$4.50.



No. 31. Price \$7.50.

No. 31 is a large size fountain covered with sterling silver. Space on name plate on which to engrave name. The richness and refined elegance represented in this pen is apparent.



No. 31. New Spiral Design. Price \$7.50.

This cut shows another form of the regular No. 31 and we can furnish this pen in several patterns, filigree work, solid silver.

PARKER SELF-FILLING FOUNTAIN PENS
LISTEN TO THE "CLICK"; WHEN IT "CLICKS" IT'S LOADED AND FILLED
A Pronounced Success. Thousands in Use.

This cut shows the self-filling pen with the side of the barrel cut away, and disclosing just how the mechanism is locked when the pen is in position to write. The ink reservoir in the fountain is a soft rubber sack. In order to fill the fountain it is but necessary to take the thumb nail and push down on that portion of the pressure bar that engages with the barrel which is shown by



the little triangular part that runs at right angles to the pressure bar. Then the sack can be depressed, as shown in the cut above. As soon as the pressure is removed from the rubber sack it immediately assumes its position. Then by giving the larger projection a little pull backward it immediately becomes locked, as shown on the left.



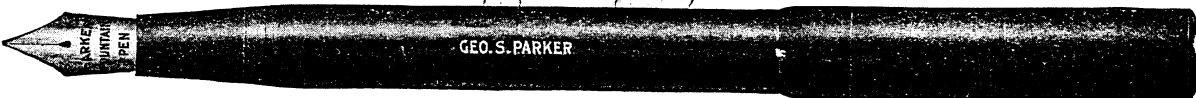
No. 20. Self-Filler. Price \$2.50.

This is the lowest priced self-filling pen we manufacture. It is in all essentials the same as our regular No. 20, but with the self-filling attachment. Understand, of course, that this pen, in common with all other self-filling fountain pens, will not hold nearly the quantity of ink that one of our regular standard pens will do. If you are looking for a self-filling fountain pen, this pen will more than please you in every particular. Our usual iron-clad warrant accompanies this pen, as with our other goods.



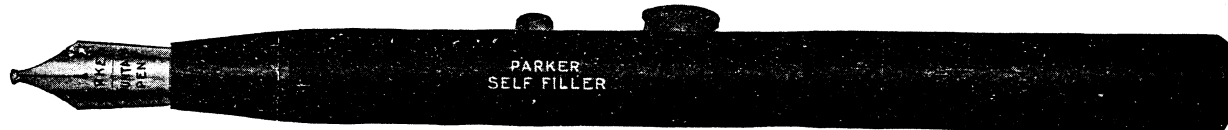
No. 23. Self-Filler. Price \$3.00.

This number can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.



No. 24. Self-Filler. Price \$4.00.

This is a full size larger than the preceding number, both in barrel and pen. It affords a feeling of luxuriousness that cannot be obtained from the smaller sizes. You could not buy a pen of higher grade were you to pay double the price charged for this pen. In its construction is employed the best of everything that can be produced. Each part is fitted and tested.



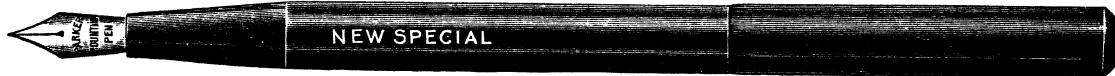
No. 25. Self-Filler. Price \$5.00.

This is the largest self-filling pen we manufacture. Not everybody would care for a pen as large as this. Those who can, however, use as large a pen as this, cannot fail to be pleased to the utmost with their investment. Only those who use these large pens know the feeling of luxury afforded by this number.

Any of the foregoing pens furnished in fine, medium, coarse or stub. Specially ground pens fitted to order for particular persons.

OUR CHEAP SPECIALS

These pens are cheap, but good. They are not sold as equal to the "Lucky Curve" Parker, for they are not. They are good pens for the money. Both have gold pens and screw joints, but do not have the "Lucky Curve" feed. They are the best the market affords for the price.



NEW SPECIAL. Slip over cap. Has the appearance of a \$2.50 pen. PRICE \$1.50. (Cut reduced size.)



SILVER DOLLAR. Upper or lower feed as desired. Supplied under the name of "Palmer Pen," if so ordered. PRICE \$1.00.

Pearl Desk Holders
(Not Fountain)
We have an exceedingly handsome Desk Holder. The holder is pearl, the pen gold and the pen is plated. With the pen is sent a plush box. A very pretty present for a birthday or a holiday. Price—\$10.50 doz. with fancy box. Net.

Stylos
There is an occasional call for a stylo. We have them for \$1.00. Retail.



No. 18. Price \$2.00. Screw Joint.

Has the famous "Anti-Break" Cap and Ink Controller. It has the "Lucky Curve" and the "Anti-Break" Cap fully warranted. Black or mottled barrel.



No. 20. Price \$2.50. Screw Joint.

Same as a larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the cap. One of our most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, coarse or stub pen as usual.



No. 23 1/2. Chased. Price \$3.00.

This pen is made to the appearance herewith. It is practically the No. 23 but with beautifully chased barrel and cap. It is particularly suitable for a gift. It can be furnished in a smaller sized barrel than regular, if desired. Order some of these by all means.



No. 20 1/2. Chased. Price \$2.50.

This is the only exception is the fancy chasing on the barrel and cap. May be had when so ordered with fancy chased barrel and cap. The barrel is fitted with gold pen of any elasticity and in fine, medium or stub point. Cut slightly out of proportion, as barrel is shown.



No. 24 1/2. Chased. Price \$4.00.

Same description as No. 20 1/2 will apply to this pen, with exception of the size. In size it is a duplicate of No. 24; two sizes larger than No. 20.



No. 25. Screw Joint. Price \$5.00.

If you enjoy writing with a large fountain pen, you should out a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth, shining pen glides swiftly over the paper.



No. 28. Price \$7.00.

It is put out in response to a demand for "the largest pen you make." The barrel is not very much larger than No. 25, but the pen is No. 8. You probably have among your customers some Lawyer or Doctor, who is just waiting for such a pen. Nos. 18 to 28, inclusive, may be had in jointless styles without extra charge, when so ordered.



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Screw Joint. Either over or under feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made. Black or mottled barrel.



No. 23. Hexagon. Price \$3.00.

This is a splendid seller, also. In fact, we might call this pen a bargain to sell at \$3.00. On account of shape will not roll. No complete stock should be without a few of these. No. 023—Jointless, hexagon, same size and price as No. 23.



No. 3. Chased Barrel, Straight or Taper Cap. Price \$2.00.

Considerably larger than the ladies' size of the same number. Has the "Lucky Curve." This is one of the oldest styles, yet it is a popular pen today. Comes with a neat variety of patterns on barrel.



No. 42 1/2. Price \$4.50.

This pen represents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name.

...and with the Parker Pen."—F. J. Sulham,

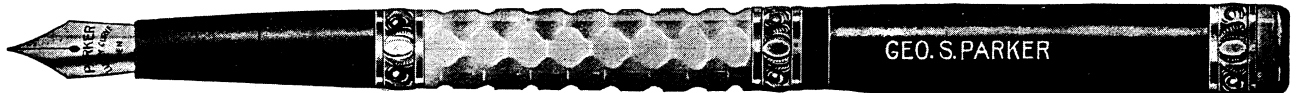
"My sales in Parker Pens are satisfactory and show an increase over previous years." Medical Lake Pharmacy.

The first thing is to get people familiar with the merits of the Parker Pen, get them to understand how much comfort, pleasure and satisfaction is to be derived from the use of a Parker Pen as compared with the lead pencil or steel pen. When a man has the FREE TRIAL PROPOSITION put in the window, he attracts the



No. 3. Chased Barrel, Straight or Taper Cap. Price \$2.00.

This is one of the oldest styles, yet it is a popular pen today. Comes with a great variety of patterns on barrel. Also made in ladies' size. Taper Cap.



No. 45. Price \$6.50.

New this season and has already proven to be a great favorite. Corrugated Pearl slab in either plain white or colors. Pearl crown also. Decorated with three gold bands which also holds pearl in place.



No. 20. Self Filler. Price \$2.50.

No. 23, \$3.00; No. 24, \$4.00; No. 25, \$5.00. For lack of space we are unable to show cuts of all. The Self Filler is guaranteed to work well. It is simple to fill, but the work of a moment.



No. 9. Gold Mounted. Price \$4.00.

This is a gentleman's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way. For a medium priced birthday or holiday gift it is simply ideal.



No. 10. Twist. Price \$3.50.

This pen is preferred by many who like the corrugated handle of large size, which gives the fingers something to grasp and prevents them from slipping when moist or sweaty. By the way, this is a great favorite with many business men.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price \$3.00.

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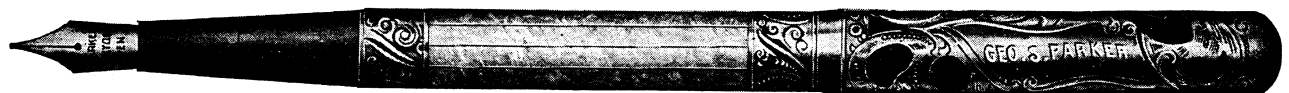
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No. 15. Price \$7.00.

This is a superb pen. Barrel is covered with beautifully tinted pearl slabs, held in place on either end by gold bands. Cap is covered with gold filigree work. Black space is left for name plate.

THE RE... \$10.00
From...
stand...
really...
one of...
in stock...
and on...
as it al...
ways at...
eat deal
of atten

SIDE TALKS

ABOUT THE GEO. S. PARKER FOUNTAIN PENS AND OTHER SUBJECTS

DECEMBER, 1908

JANESVILLE, WISCONSIN, U. S. A.

No. 66



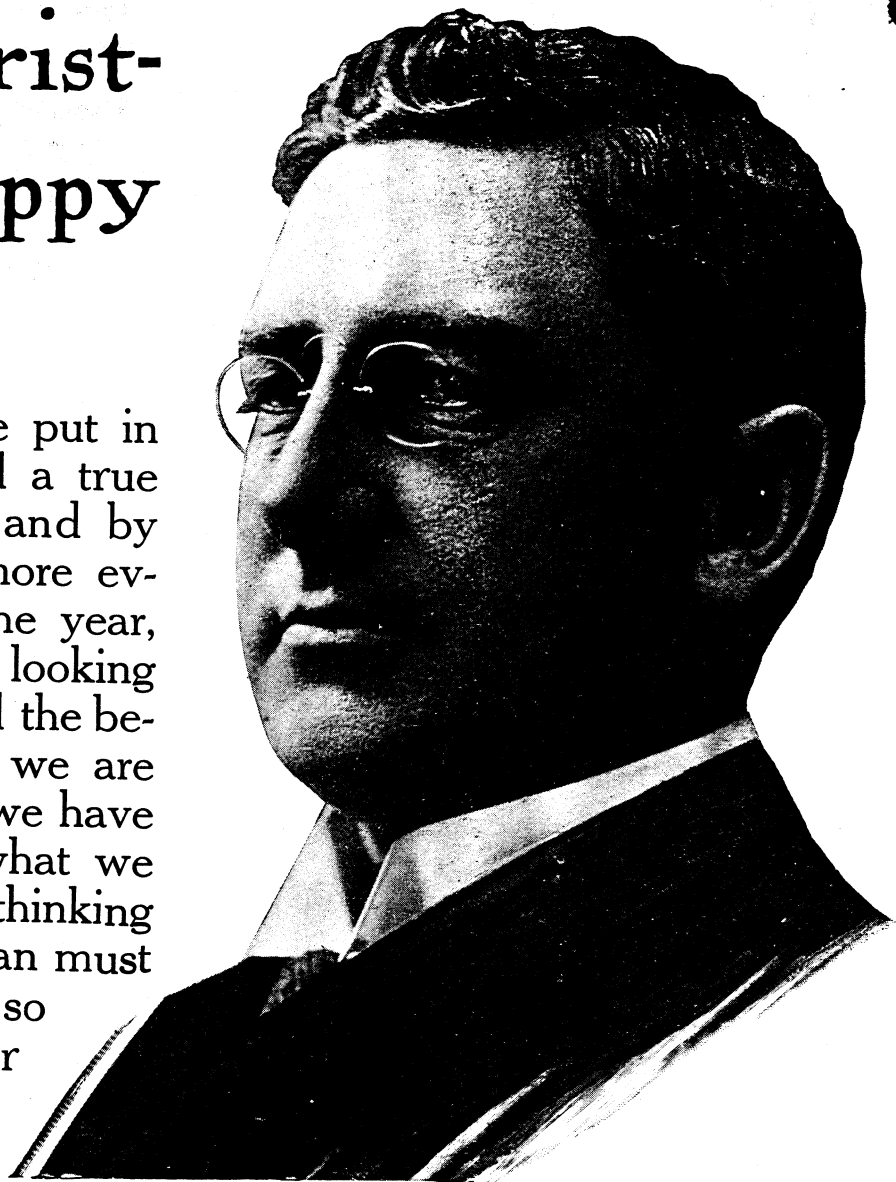
MAKE THIS
YEAR BIGGER
THAN LAST
YEAR

**SPECIAL
XMAS NUMBER**

MAKE NEXT
YEAR BIGGER
THAN THIS
YEAR

A Merry Christmas and a Happy New Year!

We get out of life what we put in it. That's an old saying and a true one. In my own experience and by observation I realize its truth more every year, and at this time of the year, when every man in business is looking forward to Christmas time and the beginning of a new year---when we are inclined to look back to what we have done, and into the future, to what we hope to do---when we are thinking these thoughts, you---I---any man must recognize that nothing plays so vital a part in our success or failures as the great, ever-present law of compensation.



Your success will be in proportion to your effort---your failure in proportion to your indifference and neglect---that's the law of compensation in business.

You can't get away from it. I can't. Neither can any man.

What we put into business---the interest, the effort, enthusiasm, cooperation---to the degree we put these things in, to a proportionate degree will the law of compensation pay us profits in return.

And now, with the time to prepare for Christmas at hand, and the exceptional opportunity for profits as is offered by a good assortment of Parker Fountain Pens rightly handled, I find that the law of compensation is no respecter of persons---that just to the degree that you will avail yourself of a particular appropriation of Parker Pens for Christmas will be made merry by the jingle of profits, and your New Year happy by the knowledge that you personally have been equal to the opportunity offered by the spirit of the season, and the greatest Fountain Pen advertising campaign ever published. And we will both be Merry and Happy for the same reasons.

Geo. S. Parker

The Man Who Said He Couldn't Sell Fountain Pens

HE WAS A DRUGGIST. He lived in a city. His store was outside the downtown business district. He handled stationery and ink, but he said he couldn't handle fountain pens. He seemed to have a good reason for his belief. "When people want a fountain pen," he said, "they go down town to one of the big jewelry, drug or department stores—I'd have a dead stock, I am sure of that."

He was positive about it—and he seemed to have such a good reason that my salesman didn't feel justified in urging.

But my salesman was greatly interested. He never before had encountered this objection, and although it seemed reasonable at first thought, he rightly wasn't willing to accept it as the truth unless indeed it was the truth.

Now it happened that this salesman lived near this store, and the salesman, dropping in frequently to make small purchases, had an opportunity to study the problem. He often talked to the druggist about it. "Now, you understand," said the druggist, "you never hear anyone asking for fountain pens, do you? They go down town I tell you." "But, that's not really the question," my salesman answered. "The real question is—Are these people who come in here time and again, buyers of fountain pens, and is there a way for you to sell them?"

"Oh, I don't doubt that they are the sort of people who buy fountain pens," answered the druggist, "but they go down town; they don't ask me for them."

"Display is what sells fountain pens—good display, and a little tact on the part of the merchant in introducing the subject," answered my salesman.

"I have been thinking it over," said the druggist some days afterwards, "and as long as these people who come in my store are pen buyers there must be something the matter with me if I can't sell them. How would you recommend going about it?"

"A case assortment," recommended my salesman. "Display, more than anything else, is what sells fountain pens." And so the druggist secured a case assortment, placed it in good position, and began to devise ways to sell the fountain pens to people who didn't ask for them.

My salesman was an interested observer, and he likes to tell about the druggist's shrewdness.

Judge—we'll call his last name Brown—came for his regular morning cigar and was surprised to see in the box of his favorite brand a fountain pen with his name attached. "I've just put in an assortment of fountain pens," explained the druggist, as he handed out the cigar, "and have picked out one that I thought would especially meet your needs—something for quick, sure, heavy desk work. I put it in with the cigars to be sure I would bring it to your attention."

"Why," says my salesman, "that dignified old judge beamed all over. That druggist made that judge his personal friend right there, and what's more to the point, sold him the pen."

And this was only one of the many little devices the druggist used to bring the fountain pen subject up for consideration. If you buy cigars of his friend, the druggist, my salesman says, you won't go long without buying a Parker fountain pen. This instance just shows the possibilities—what surely will result anywhere, if a retailer realizes that everybody is in the field for a fountain pen, and looks for a way to introduce the subject, instead of waiting for them to ask. The man who thought he couldn't sell fountain pens is one of my best retailers, proving that pen selling is just a matter of trying, of playing the great, modern, artful game of scientific salesmanship as any merchant can do if he will—to his great profit, both in money profits and selling experience.

\$200.00 PER DAY

WHAT would you say if I were to tell you that every day this month, including Sundays, is costing me the sum of \$200.00 in advertising the Parker Pen? This is the sum, and a little more, which I am actually spending each and every day this month to help you sell Parker Pens.

Just stop and think a moment what this means. This is the vast sum of money I am spending—a small fortune. Much of it will be wasted if you do not take advantage of the opportunities presented by this demand. It is done to create business, and it is creating business. All of the advertising would be of little benefit to either you or I, if you do not let people know where the Parker Pen can be purchased. The dealer who simply puts the goods in stock, possibly tucked in some obscure corner of the showcase and expects the demand to hunt up Mr. Dealer, and also to hunt up those pens that are tucked away, will be as much disappointed as I will be disappointed in the dealer. Business may have been conducted twenty-five years ago in this way, but it is not the method in 1908.

The dealer who is doing a Fountain Pen business is the dealer who puts the Parker Pens where they can be seen, who makes window displays, who always makes use of the advertising matter which is sent from time to time. He is the dealer who is a judge of human nature. If he sees a man come into his establishment who might become a Parker Pen user, he opens up the subject in a nice way and gets the pen into the hands of

the customer for trial, on the ten-day proposition. Meantime giving him an interesting little talk about the Lucky Curve and the pleasure, convenience and comfort in owning one. The dealer who is not alive to these opportunities is in luck if he makes both ends meet.

The man who is alive, alert, and full of business finds a pleasure in living. He is entirely different from the man who is looking for something to "turn up" without making an effort to turn it up.

It is also a pleasure to any man in business to see that the business is growing as a result of intelligent efforts expended. The results obtained are in direct ratio to the efforts rightly put forth.

In a few days I am going to send every Parker Pen dealer a Santa Claus poster which I think is a fine piece of advertising. I would suggest that this be put in the window between the two big pen lithographs which were sent to Parker Pen dealers some weeks ago. A very striking window display can be made from it. If you do not use it, you simply "turn down the light" and lessen the number of Parker Pen sales that otherwise would be attracted and which helps to make your business grow, and the expense attached to my effort will be wasted.

Warm up to the subject. Make up your mind that you will sell double the number of Parker Pens this year than have ever been sold in your establishment in a given length of time before.

SENTIMENT AS A SELLING FORCE

GIFTS—we like to get them, and we delight in giving them—and that is a manifestation of the deepest, most universal quality in human nature. On birthdays, wedding anniversaries—when we leave for travel, and when we return—the happiest incidents of our lives are celebrated by the giving and receiving of gifts. It's a sentiment—a force which springs from the profoundest depth of human nature, and, taking concrete shape, becomes a selling force which properly taken advantage of, and directed, pays lavish profits to the man who does it.

At Christmas, more than any other time, this sentiment asserts itself in business, for the very spirit of Christmas is the spirit of giving—the Holiday air is vital with it.

Get out your lightning rods, wire the current into your store and this selling force of sentiment will make the easiest and most profitable sales you can possibly make.

How are you to do it?

First let us analyze this sentiment of giving. Since we are dealing with human nature, let us consider it psychologically as an advertising man would say.

We like to receive gifts and we like to give them.

Why do we like to give gifts? Because it gives us pleasure to please others, and also, because, by pleasing others we make others pleased with us.

When we give a present we desire to give such a one as will most endear itself to the one who receives it, reminding them of our regard and affection.

Appropriateness, of course, is the first quality we seek in a

gift—some article of use or ornament that will most closely identify itself with the life, and endear itself to the recipient.

Think of Parker Lucky Curve Fountain Pens as such a gift—article.

They are ornamental, sure to bring a flush of pleasure to those who receive them.

They are useful—useful in a thousand ways, in the daily work, in the travels—always with him, close to his most intimate thoughts day after day, year after year, for a lifetime, an ever present token of the giver's esteem, ever reminding the recipient of the giver.

Can you not see now, when you make a Christmas customer think of Parker Pens in this way, and, in addition, tell them about the Lucky Curve, and Spearhead Ink Controller—can you not see how you are using the Christmas sentiment as the strongest kind of a selling force. Every one who comes into your store, with hardly a single exception, will have on their list for presents some one to whom a Parker Lucky Curve Fountain Pen would be splendidly appropriate—perhaps for father, mother, brother, sister, sweetheart, Sunday-school teacher, school teacher—anyone to whom they wish to give a Christmas token which will give immediate and enduring pleasure.

Suggest Parker Pens to them—the popular merchant is the one who uses his own brain in helping customers solve their problems—present the subject along the lines we have considered here. Then your Parker Pens will be lightning rods which will catch the Christmas sentiment and transform it into a profit-producing selling force.

THE NECESSITY OF A REPRESENTATIVE ASSORTMENT

VARIETY is the spice of life—and the spice of business. Does the clothing merchant have clothes all of one pattern? Or the hat seller, hats all of one shape? Could he possibly do business on that basis?

We are all built differently—all of us have our peculiar likes and dislikes, our little fancies and oddities—and that's what makes the world interesting.

And the proper catering to these little individual tastes is the prime factor of successful merchandising.

Same with Fountain Pens, as it is with clothes and hats, except that Fountain Pens do not go out of style. I am catering to all these little individual likes, and preferences, and I have found it most profitable to do so.

Why should it not be equally profitable for you to do the same? It can't result any other way. Particularly for the Christmas trade you must have a wide and varied enough assortment to meet these individual whims—and it will pay you profits to do it. You can't of course, possibly get along without a representative assortment of designs in the standard Parker Pens. And to this you ought to add a fairly comprehensive selection of the Self-Filling Parkers. Emblem pens, too, are good sellers particularly at Christmas time. And then some of the specialty pens listed in our catalog find a ready market.

Don't fail to have a full line of the different sizes. Nothing in the world makes a sale so easy as to get a pen in a customer's hand that fits—feels right—has the right hang. Show a customer such a pen, together with a design appealing to his individual fancy, and I don't think you could help making a sale.

And the best thing about Parker Pens as Christmas goods is that a stock is never dead on your hands. It's as good a stock all the year around as it is Christmas time—always a sale for them the year around, year after year. Wouldn't it be prudent to buy a little lighter of some other Holiday goods which have a good sale only over a limited season, and have a complete assortment of Parker Pens—the best advertised pen on the market?

Look over your stock. There's not a single Parker dealer but who can add something to his stock to his advantage and profit.

Won't you—if you are one of my dealers who is willing to be considerate of me—won't you look over your stock right away and let me get your filling-in order to you before I am in my annual struggle to get orders for Christmas goods to dealers who waited till the last moment?

And, if you haven't a case assortment I have some ready to be shipped at once.

The Parker is a seller, a satisfier, and a money saver. In other words, three "S"—(S. S. S.) When will your man come around again?
Yours very truly,
CHATHAM PHARMACY.

The Parker Pen Company, Janesville, Wis.,
Dear Sirs: The Parker is the best pen at any price. Please send me newspaper cuts for advertising.
Yours truly,
R. M. KYSER.

WHAT IS THE LUCKY CURVE? WHAT DOES IT DO? HOW DOES IT DO IT?

CAN you cover these points with clearness, force, and enthusiasm? You have a right to get enthusiastic about the Lucky Curve. The Parker Pen is the Pen you have selected to sell—and that is the only, absolutely the only pen which has the Lucky Curve, or anything else taking, or attempting to take its place.

The Lucky Curve is a feature exclusive with Parker Pens. It's the thing that makes the Parker different and better than any other pen your customer could buy. This is the first fact for you to drive home to the customer—make them realize that if they buy any pen other than the Parker they will have to go without the Lucky Curve—which means that almost every time they take off the cap to write they will find the cap full of ink—that they will get their fingers inky—spill ink on their clothes, and encounter an all-around nuisance.

That's what the Lucky Curve does—it prevents ink from coming up into the cap when the pen is in the pocket.

With all other fountain pens the heat of the body expands the air in the ink reservoir, and this air forces the ink left in the feed channel after writing, out into the cap, where it furnishes a disagreeable surprise when the cap is removed for writing. But the Parker—because of the Lucky Curve prevents this.

How does the Lucky Curve do it?

LAW OF CAPILLARY ATTRACTION.

Now we must talk about capillary attraction, and capillary attraction is a natural law. It is the law of attraction of one atom to another, of one object toward another.

You have noticed this law at work a good many times although perhaps you may not have realized it.

Spill a little water on a perfectly flat table. The water stays there in a little puddle. It doesn't run over the edge to the floor because the table is perfectly level. Now, draw a pencil or your finger through the puddle to the edge of the table. Doing so, you push a little of the water over the edge and make a little wet path to the table's edge.

What happens now?

The rest of the water remaining on the table, drains along the wet pathway and over the edge.

What makes it do this?

Not the force of gravitation, because the table is perfectly level, and the water did not drain over the edge before you had made the wet pathway.

Here you have an illustration of capillary attraction. What happens is this—when you made this wet pathway, you spread the tiny atoms of water along the table to the edge, and these atoms, attracting the atoms of water in the puddle (capillary attraction) drained the water over the edge.

Now this applies to fountain pens in this way.

With common fountain pens, as soon as you are through writing, a certain amount of ink remains in the feed channel.

In spite of the fact that the pen is perpendicular in your pocket it sticks in the feed channel, held there by capillary attraction, and there it stays until the heat of your body expands the air in the ink reservoir and forces it out into the cap. But with the Parker this is different. The ink in the feed channel is drained back into the reservoir as soon as you stop writing. The Lucky Curve does it—does it by utilizing the same force to drain it out of the feed channel, as in common fountain pens holds it in—capillary attraction.

WHERE THE DIFFERENCE COMES IN.

The whole difference is the difference between the feed channel of the Parker and that of common fountain pens. The feed channel of common fountain pens is straight. They end abruptly, just as water remains on a perfectly flat table, just so ink remains in the feed channel.

Now the feed channel of the Parker is curved. The mouth of the feed channel, with great accuracy just touches the wall of the pen, and this establishes what we might call a capillary canal, operating in just the way as the wet path you made by drawing your finger through the water to the edge of the table.

As soon as you are through writing, capillary attraction draws the ink remaining in the feed channel along this capillary canal—this wet path way—and drains the feed channel free of ink.

With common fountain pens, the ink sticks in the feed channel until forced out into the cap by the expansion of air—and that is true of every other fountain pen except the Parker. That's why you see people wiping off their pens before they use them—that's the vital fault of fountain pens in general, overcome only by the Parker pen which is the only pen that has a Lucky Curve.

Can you see how, when you tell this to a customer, he will willfully buy another pen?

Then it's up to your salesmanship to explain, and make the customer understand what the Lucky Curve is, and does.

A CONVINCING DEMONSTRATION.

The best way to do this is first to unscrew the nozzle and show the customer the Lucky Curve, explaining at the same time that the Parker is the only Pen that has anything like it, and what it does.

Then tell the customer why and how the Lucky Curve does it. Perform this little experiment, which will at once give that vital advantage in salesmanship—your customer's attention—and demonstrate before their eyes the advantage of the Lucky Curve.

Take a Parker Pen partially filled with ink,—unscrew the

To the Parker Pen Co., Janesville, Wis.

I have never carried fountain pens in stock thinking there was not much sale for them. Your salesman, Mr. Pilcher, was in my store this evening and upon opening up his samples and spreading out on show case from 8:00 to 10:00 p. m., he sold for me to my regular customers the fol-

lowing: 1 No. 35 pen to retail at \$10.00; 1 No. 25 pen to retail at \$5.00; 1 No. 31 pen to retail at \$7.50; 1 No. 20 pen to retail at \$2.50; one No. 20½ pen to retail at \$2.50; so I agreed to give him an order for a case of your pens, which he took.

Respectfully,
W. E. ATKINSON, Druggist, Anderson, S. C.

nozzle with the barrel in a nearly horizontal position, in order that the feed channel will be filled with ink. Take particular notice when this is done to see that it is filled. Let your customer see it, for it is this little experiment that will interest him greatly. Call his attention to the visible supply of ink in the ink channel held there by capillary attraction. Now touch the mouth of the feeder to the wet inside surface of the barrel. Quick as a flash the ink has disappeared down into the barrel, and the feed channel is open ready and able to regulate itself in relation to any change in temperature.

Simple, isn't it?

If you want to improve yourself as a salesman, isn't it worth while to read up and study up on this so you can talk interestingly and instructively to your customer? He can see that there is something to the "Lucky Curve" besides advertising.

A STRONG TALKING FEATURE.

But this is not all. Tell him about the Spear Head Ink Controller, or as some call it the Arrow head feed. Sometimes ink is drawn out of its barrel faster than is consumed in writing. This surplus ink would soon collect at the end of the feeder near the point of the pen.

As there is very little surface for the ink to adhere to, you soon have a big drop of ink on your paper. It is simply a battle between the forces of gravity and capillary attraction, and the gravity forces were victorious. The early Parker Pens were subject to this same fault, and it was from this trouble that the Spear Head Ink Controller was invented and which has overcome the dropping fault.

Briefly the Spearhead Ink Controller has simply added to the force of capillary attraction until its power is greater than the forces of gravity. It looks like a little thing, but in reality it is only really strengthening the forces of one of these two great and mysterious powers of capillary attraction and gravity. It is done by cutting notches in the side of the feeder extending down under the pens. In these little notches the surplus ink is quickly drawn and held as tenaciously as though gripped by so many little hands while they victoriously hold and overcome the powers of gravity, which wants the ink to drop on the paper.

ARE YOU GOING TO BE ONE OF THE BIG SUCCESSSES

NO man can cash in his good intentions. Not good intentions, but deeds—deeds alone have a tangible market value. The suggestions in this issue of "Side Talks" are worth dollars—dollars that jingle, that you can buy a home with, educate your children—take a trip to Europe—real dollars to every dealer who will transform my suggestion into his deeds.

Guard against one thing—procrastination. To-morrow is never. To-day is the great reality. Today is your opportunity—the time for deeds.

What thousands of other dealers have done, you can do as well, and perhaps, when you once do get into your fighting harness, you may do it better than ever has been done before. When you once get into action, no man may say where you will stop, but so long as procrastination, or indifference holds you in thrall any man may point to your destination—the goal of failure, or the doubtful one of half success.

IMPROVE YOUR SALESMANSHIP.

Don't you see what an interesting little story you can make of this? Do you suppose any purchaser of a Fountain Pen would buy any pen but a Parker that did not have a "Lucky Curve" and a Spear Head Ink Controller, unless he enjoyed having trouble and soiled fingers?

Don't you think too, it would add greatly to your value as a salesman to be able to sell ten pens in the future where you have sold one in the past?

Now, with Christmas at hand comes your golden opportunity. Have initiative—The man who has initiative is only about one in ten, and its worth a lot to you if you are so constituted. Have tact—It's about the greatest little thing that is spelled with four letters.

Introduce the subject of fountain pens, but don't open it up by showing a dollar pen. Better by far show one at ten dollars. Mentally fix in the customer's mind as the basis of comparison, quality and price. You will find it much easier after showing a customer an \$8.00 or \$10.00 pen to sell him one at \$2.50, \$3.00, \$4.00 or \$5.00 than to show him a dollar pen, and then work tooth and nail to sell him one for \$1.50.

Show your customer when he buys a good pen he is buying not merely for this year or next, but many years,—that the small difference in price between the lower priced pens and the better one, which if divided among the many year's use he many reasonably expect from it is an amount hardly worth mentioning, and that it's the last dollar or two added to the price of the pen that gives him the completeness in Fountain Pen satisfaction for which he is looking.

How you would study—if you could realize the tremendous personal power, the irresistible selling ability any man can cultivate—how you would study up this Lucky Curve and Spear Head Ink Controller, and not only these, but everything you handle, for to this kind of a creative, scientific salesmanship, the commercial world can withhold none of its rewards. Every business achievement is possible—and this power is sleeping in every man and woman waiting only to be aroused—only waiting for your willingness to cultivate it—only waiting to be set in motion by your will power.

But Act and all doors shall be open to you.

To you who are already selling Parker Pens, I promise bigger profits—greater success if you will act—now—in the present.

And to those, who are not Parker dealers, I promise as great a success—an immediate, growing, continuing success if they too, will get into action to-day.

Now, more than ever before is the golden time to Act on the Parker Pen proposition. The selling force of Christmas sentiment, the great advertising which the last few months, has prepared the way for the greater advertising which will appear in December—these, and every condition and factor makes now the prime, ripe time to Act. Therefore get your orders in now, get the sales that are rightfully yours, don't put off until to-morrow what should be done to-day. Act! Act.



The
BIGGEST
ADVERTISING
YET

My December advertising will tell the story of Parker Pens to more people this month than any month before—in spite of the big things which have already been done in marketing Parker fountain pens, the Christmas advertising will be the most extensive I have ever done and will be a fitting climax to a year of one of the most aggressive efforts ever put forth to popularize a brand of fountain pen. Here are some of the magazines containing mostly full page advertisements:

Cosmopolitan
Everybody's Magazine
Munsey's Magazine
American Magazine

Saturday Evening Post
Circle Magazine
Scribner's
World's Work

Putnam's Magazine
Collier's Weekly
Pacific Monthly
Hampton's Broadway Magazine

and the Associated Sunday Magazine, comprising the Magazine Section of the following big Sunday Newspapers:

Sunday Record-Herald, Chicago
Sunday Press, Philadelphia
Sunday Post, Pittsburg

Sunday Journal, Minneapolis
Sunday News, Denver
Sunday Republic, St. Louis

Sunday Post, Boston
Sunday Star, Washington
Sunday Tribune, New York

INKS

Even a Parker Pen will not do the best work it is capable of doing without good ink.

I also have another package with four oz. bottle combination cork and filler. The bottle is packed in a handsome paper carton in colors and is a large and steady seller. It also retails for 25c, but the wholesale price is but \$1.25 per dozen.

Realizing this, I urge upon every dealer to carry a stock of Parker Ink. Naturally it is made of the purest and best chemicals obtainable in order to provide the best ink that can be procured for use in the Parker Pen.

Then too, it pays a dealer to handle it. It sells to almost every one. The Traveler's Ink, of which the cut shows exact size, is a bottle with combination cork and filler. The bottle is enclosed in a round screw top wood case highly polished and colored, together with handsomely lithographed in colors.

It retails for 25c per bottle and sells for \$1.50 per dozen.



CAP FAST CLIP

The cut shows how this ingenious little device is applied to a cap.

It grips on the lapel of the pocket with a "never let go" bite until the little spring lever is pushed down, which is as easily done as taking the pen from the pocket. It's made of german silver and is an ornament rather than otherwise. It adds to the price of the pen 25c. The price to the trade is \$1.20 exclusive of the caps.



No. 43. Gold. Price \$10.00.

Holder comparatively small, cap and barrel covered with dull finish, 18k plate. Modest and rich, with a style all its own. For a young lady, a more pleasing pen could hardly be selected. No. 44—Price \$8.00. Same as No. 43, except mountings sterling silver.



No. 35. Gold. Gentlemen's Size. Price \$10.00.

Barrel and cap entirely covered with heavy 18k plate which will last for a life time. A magnificent creation. The delicate beauty of the hand work done on this cannot be appreciated until seen. Surely, a finer present of this kind than this could hardly be devised.



No. 41. Price \$8.50.

This is a gentleman's pen. Large barrel and covered with Sterling Silver filigree work of beautiful design. For father, brother or sweetheart, an ideal present.



No. 40. Barrel and Cap Covered with Solid 18K Gold. Price \$20.00.

For a wedding present, a birthday present, a present to some honored member of a society, this pen would make a lasting reminder of the donor. It is difficult to conceive how a more beautiful pen could be made. The cut, however good, gives but a poor representation of it. The flowers, leaves, vines, etc., stand out in beautiful raised work. Space is left on the barrel in place reserved for it to engrave the name of the owner. With this pen will be sent a plush or morocco box without additional charge.



Emblem Pens.

We are prepared to supply the Parker Pen with the emblem of almost any of the more prominent orders. The cut shows the general style. The emblem is on solid (not plated) gold band. Makes a fine present for some secret order man. Prices \$12.00 each for K. of P., of C., I. O. O. F., Elks, Blue Lodge Chapter, Shrine, Knight Temple (last two \$12.50) and others.